

WHAT IS CLAIMED IS:

1. An advertisement arrangement for an article of merchandise, comprising:
 - a display sleeve comprising at least one open end, wherein the display sleeve comprises
 - a front side comprising a border and a window having a perimeter defined at least partially by the border, and
 - a back side opposite to the front side,
 - wherein the front and back sides are flexible so as to permit at least a portion of the article of merchandise to be passed into an interior of the display sleeve via the at least one open end of the display sleeve; and
 - an advertising information sheet removably disposed within the display sleeve, the advertising information sheet comprising information pertaining to the article of merchandise, the information being visible through the window,
 - wherein the advertisement arrangement is configured to allow the advertising information sheet to be exchanged for a different advertising information sheet.
2. The advertisement arrangement of claim 1, wherein the information pertaining to the article of merchandise is information likely to induce a customer to purchase the article of merchandise.

3. The advertisement arrangement of claim 1, wherein the advertising information sheet is larger than the window, the advertising information sheet being arranged within the display sleeve so that edges of the information sheet are not visible through the window.

4. The advertisement arrangement of claim 1, further comprising a transparent pane associated with the window.

5. The advertisement arrangement of claim 1, further comprising a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the advertising information sheet for viewing through the window.

6. The advertisement arrangement of claim 5, wherein the transparent sleeve is sized to receive a 8 ½ by 11 inch sheet.

7. The advertisement arrangement of claim 6, wherein the advertising information sheet has dimensions of approximately 8 ½ inches by approximately 11 inches.

8. The advertisement arrangement of claim 7, wherein the transparent sleeve has an open end, and is attached inside the display sleeve to the front side of the display sleeve.

9. The advertisement arrangement of claim 1, wherein the front and back sides of the display sleeve are attached along two respective side edges, and are not attached along two other respective edges.

10. The advertisement arrangement of claim 1, wherein the display sleeve is formed of at least one of a poster-board paper and cardboard.

11. The advertisement arrangement of claim 10, wherein the sleeve comprises a fold attaching the front and back sides at one side edge, and wherein the front and back sides are sealed together along another respective side edge.

12. The advertisement arrangement of claim 1, wherein the back side is continuous.

13. The advertisement arrangement of claim 1, wherein the information comprises at least one of warranty information, information about at least one feature of the article of merchandise, and a sale price.

14. A display, comprising:
an article of merchandise; and
the advertisement arrangement of claim 1, the advertisement arrangement being attached to the article of merchandise, and wherein the

information pertaining to the article of merchandise is information likely to induce a customer to purchase the article of merchandise.

15. The display of claim 14, wherein the article of merchandise is luggage comprising a trolley handle, and wherein the display sleeve is disposed about at least a portion of the trolley handle.

16. The display of claim 15, further comprising:
a second article of luggage comprising a trolley handle,
a second advertisement arrangement, the second advertisement arrangement comprising an advertising information sheet comprising information, the second advertising arrangement being attached to the second article of luggage, and

wherein the advertising information sheets of both the first and second advertisement arrangements comprise information relating to the same type of luggage, and wherein the information of the advertising information sheet of the first advertisement arrangement differs from the information of the advertising information sheet of the second advertisement arrangement.

17. The display of claim 14, further comprising a transparent pane associated with the window.

18. The display of claim 14, wherein the display arrangement comprises a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the advertising information sheet for viewing through the window.

19. The display of claim 18, wherein the transparent sleeve is sized to receive a 8 ½ inch by 11 inch sheet.

20. The display of claim 19, wherein the advertising information sheet has dimensions of approximately 8 ½ inches by approximately 11 inches.

21. The display of claim 18, wherein the transparent sleeve has an open end, and is attached inside the display sleeve to the front side of the display sleeve.

22. The display of claim 14, wherein the display sleeve is formed of at least one of a poster-board paper and cardboard.

23. The display of claim 22, wherein the sleeve comprises a fold attaching the front and back sides at one side edge, and wherein the front and back sides are sealed together along another respective side edge.

24. The display of claim 14, wherein the back side is continuous.

25. The display of claim 14, wherein the information comprises at least one of warranty information, information about at least one feature of the article of merchandise, and a sale price.

26. The display of claim 14, wherein the front and back sides include a top edge, a bottom edge, and two respective side edges, the front and back sides being attached at the two respective side edges.

27. A method of advertising, comprising;
displaying an article of merchandise so as to permit the article of merchandise to be viewed by at least one customer,
wherein an advertisement holder is removably attached to the article of merchandise, the advertisement holder comprising a border and a window having a perimeter defined at least partially by the border; and
providing an advertising information sheet within the advertisement holder, the advertising information sheet comprising information pertaining to the article of merchandise,
wherein the advertising information sheet is arranged within the advertisement holder so that the information is visible through the window, and
wherein the advertisement holder is configured to allow the advertising information sheet to be exchanged for a different advertising information sheet.

28. The method of claim 27, wherein the information on the advertising information sheet comprises information likely to induce a customer to purchase the article of merchandise.

29. The method of claim 27, further comprising:
detaching the advertisement holder from the article of merchandise;
and
reattaching the advertisement holder to another of the same type of article of merchandise.

30. The method of claim 27, further comprising:
detaching the advertisement holder when a customer purchases the article of merchandise.

31. The method of claim 27, further comprising:
attaching a second advertisement holder to a second article of merchandise;
providing an advertising information sheet in the second advertisement holder,
wherein the advertising information sheets in both the first and second advertisement holders relate to the same type of merchandise, and
wherein the advertising information sheet in the second advertisement holder differs from the advertising information sheet in the first advertisement holder.

32. The method of claim 27, further comprising attaching the advertisement holder to at least a portion of the article of merchandise wherein the attaching comprises placing the advertisement holder around an exterior of said at least a portion of the merchandise.

33. The method of claim 32, wherein the article of merchandise is luggage comprising a trolley handle, and attaching the advertisement holder comprises placing the advertisement holder on at least a portion of the trolley handle.

34. The method of claim 33, wherein placing the advertisement holder on at least a portion of the trolley handle comprises passing said at least a portion of the trolley handle into an interior of the advertisement holder.

35. The method of claim 27, wherein the advertisement holder comprises a transparent sleeve between front and back sides of the advertisement holder, and

wherein providing an advertising information sheet in the advertisement holder comprises providing the advertising information sheet in the transparent sleeve.

36. The method of claim 27, wherein the advertisement holder includes a front side and a back side, the front side comprising the window, and the back side being non-transparent, and wherein providing advertising information sheet comprises placing the advertisement information for viewing through the window.

37. An advertisement arrangement for an article of merchandise, comprising:

a display sleeve comprising at least one open end, the display sleeve comprising a front side comprising a border and a window having a perimeter defined at least partially by the border, and a back side opposite to the front side,

wherein the front side comprises printed matter on the border, and wherein the display sleeve is configured to attach to the article of merchandise; and

an advertising information sheet removably associated with the display sleeve, the advertising information sheet comprising information likely to induce a customer to purchase the article of merchandise, the information on the advertising information sheet being visible through the window.

38. The advertisement arrangement of claim 37, wherein the advertising information sheet is larger than the window, the advertising information sheet being arranged within the display sleeve so that edges of the information sheet are not visible through the window.

39. The advertisement arrangement of claim 37, further comprising a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the advertising information sheet for viewing through the window.

40. The advertisement arrangement of claim 39, wherein the transparent sleeve is sized to receive a 8 ½ by 11 inch sheet.

41. The advertisement arrangement of claim 39, wherein the transparent sleeve has an open end, and is attached inside the display sleeve to the front side of the display sleeve.

42. The advertisement arrangement of claim 37, wherein the display sleeve is formed of at least one of a poster-board paper and cardboard.

43. An advertisement arrangement, comprising:
a display sleeve comprising at least one open end, wherein the display sleeve comprises
a front side comprising a border and a window having a perimeter defined at least partially by the border, and
a back side opposite to the front side,

wherein the front and back sides are flexible so as to permit at least a portion of the article of merchandise to be passed into an interior of the display sleeve via the at least one open end of the display sleeve;

a transparent pane associated with the window and disposed between the front and back sides of the display sleeve; and

an advertising information sheet removably disposed within the display sleeve, the advertising information sheet comprising information visible through the transparent pane in the window,

wherein the advertisement arrangement is configured to allow the advertising information sheet to be exchanged for a different advertising information sheet.

44. The advertisement arrangement of claim 1, wherein the transparent pane is a portion of a transparent sleeve configured to hold the advertising information sheet for viewing through the window.

45. An advertisement arrangement for an article of merchandise, comprising:

a display sleeve comprising at least one open end, the display sleeve comprising a front side and a back side opposite to the front side,

wherein the display sleeve is configured to receive a portion of the article of merchandise in an interior of the display sleeve; and

an information sheet removably associated with the display sleeve, the information sheet including information visible through the front side.

46. The advertisement arrangement of claim 45, wherein the front side of the display sleeve is transparent.

47. The advertisement arrangement of claim 45, wherein the front side of the display sleeve comprises a border and a window having a perimeter defined at least partially by the border.

48. The advertisement arrangement of claim 45, wherein the display sleeve comprises at least two open ends.

49. The advertisement arrangement of claim 45, wherein the advertising information sheet comprises information pertaining to the article of merchandise and wherein the advertisement arrangement is configured to allow the advertising information sheet to be exchanged for a different advertising information sheet.

50. The advertisement arrangement of claim 49, wherein the information pertaining to the article of merchandise is information likely to induce a customer to purchase the article of merchandise.

51. The advertisement arrangement of claim 45, wherein front side comprises a border defining a window, the advertising information sheet being viewable through the window.

52. The advertisement arrangement of claim 45, further comprising a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the advertising information sheet for viewing through the window.

53. The advertisement arrangement of claim 52, wherein the transparent sleeve is sized to receive a 8 ½ by 11 inch sheet.

54. A display, comprising:
an article of merchandise; and
the advertisement arrangement of claim 45, the advertisement arrangement being attached to the article of merchandise, and the information sheet comprising information likely to induce a customer to purchase the article of merchandise.

55. The display of claim 54, wherein the article of merchandise is luggage comprising a trolley handle, and wherein the display sleeve is disposed about at least a portion of the trolley handle.

56. The display of claim 54 wherein the display arrangement comprises a transparent sleeve between the front and back sides of the display sleeve, the transparent sleeve being configured to hold the information sheet.

57. The display of claim 54, wherein the display sleeve is configured to receive only a portion of the article of merchandise in the interior of the display sleeve.

58. The advertisement arrangement of claim 45, wherein the display sleeve comprises a transparent sleeve, and the transparent sleeve is configured to wrap around the article of merchandise.

59. The advertisement arrangement of claim 45, wherein the front side of the display sleeve is transparent.

60. The advertisement arrangement of claim 45, wherein the display sleeve is formed of a transparent sleeve configured to receive an advertisement sheet.